

EXPEDITED PROCEDURE EXAMINING GROUP: 3688

Docket: 14491.01

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor:	Stephen Mase	Confirmation No.:	5444
Appln. No.:	10/644,651	Examiner:	Michael H. Goldman
Filing Date:	August 20, 2003	Group Art Unit:	3688
Title:	Marketing System Based on Customer Preferences		

AMENDMENT AFTER FINAL
(UNDER 37 CFR 1.116)

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

In response to the Final Office Action of April 28, 2009, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 5 of this paper.

To: Bridget 7/21/09

for signature

-Brett C.
Needs RCE